

Lock Haven Area YMCA
2012 Marketing / Management Internship
Job Description

Objective: To help promote the Lock Haven Area YMCA to the surrounding region while learning skills related to management, event planning and management, marketing, advertising, and promotion.

Hours: Flexible

Compensation: Internship position is not compensated, but any required or necessary paperwork will be completed to provide college credits. Intern will also receive complimentary YMCA Membership while serving as intern.

Supervisor: Executive Director, Cheryl Orndorf

Program Eligibility & Submission:

- Students interested in the fields of marketing and management
- Cumulative GPA of 3.0 or above is preferred
- Some web design/graphic design background
- Must enjoy working with public sector
- Complete YMCA application and other related forms (including clearances, which can be processed through the YMCA)
- Two letters of recommendation
- Brief essay about what student hopes to gain from the internship
- Submission of requirements for internship completion/credit
- Interview with Executive Director and Member Services Coordinator

Responsibilities:

- Report to work on time
- Explore online registration/payment capabilities
- Explore/develop additional e-marketing opportunities
- Assist staff with event management advertising, promotion, and preparation

For more information contact Cheryl Orndorf, Executive Director at 570-748-6727 or interested applicants can email: orndorf_c@yahoo.com. Applications are available online at www.lockhavenymca.com.